



COOK • BAKE • HOST

**FOR IMMEDIATE RELEASE**

## **ToTT is SAVOUR's First Cookware Retailer**

*Singapore's kitchen wonderland presents the first cookware retail space at  
SAVOUR 2014*

Singapore, February 2014 – Tools of the Trade (ToTT), Asia's largest one-stop culinary haven, adds a new element to SAVOUR, Singapore's largest gourmet food festival, by presenting a cookware retail section for the first time since the event debuted in 2012.

Held from 5 to 9 March 2014 at the new location of The Promontory @ Marina Bay, SAVOUR returns with its exciting mix of Michelin-starred chefs, award-winning restaurants, culinary activities and international food producers in one uniquely curated experience. "ToTT is excited to be a part of SAVOUR 2014 and aims to inspire visitors to the gourmet event to cook, bake and host," shares Grace Tan, Director of ToTT.

Adding to the SAVOUR experience this year, ToTT features an interactive cookware retail section with live product demonstrations, a QR (Quick Response) Code shopping wall, selected kitchen and tableware for sale, and an iPad station for visitors to browse and shop for over 1,500 culinary products via ToTT's online store.

### **Product Demonstrations**

Discover how simple it is to operate kitchen tools such as the SousVide Supreme Demi for perfectly cooked "restaurant style" meats in the comfort of one's home kitchen. Keep a look-out too for demonstrations of interesting new products at



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ToTT, such as the fully edible, non-genetically modified topping Magic Sparkles, and The Cooking Doctor's range of premium quality silicone bakeware!

**QR Code Shopping Wall**

A 6-metre long photo wall attractively displays images of a selection of kitchen and tableware such as Mix It In™ Ice Cream Maker, Pro Cast Bundt Pan, Taste Explore Cheese Set, Mandoline Swing Slicer and M'heritage Copper Round Cocotte among many others. Each product image comes with a dedicated QR code which visitors can scan using smart phones for more product details and to effortlessly make purchases via ToTT's online store.

**Products for Sale**

A selected range of products such as the Jamie Oliver Flavour Shaker, Amsterdam Cheese Slicer, Magic Sparkles and Magnetic Measuring Spoons are physically available for sale at ToTT's booth. Products can be purchased using SAVOUR dollars.

**iPad Station**

An iPad station offers visitors an interactive digital shopping experience with over 1,500 quality products clearly categorized for ease of navigation on ToTT's online store, [www.ToTTstore.com](http://www.ToTTstore.com). Visitors to ToTT's booth at SAVOUR are entitled to free delivery with just \$80 worth of online purchases instead of the usual \$200 when they enter a special code

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### **About Tools of The Trade (ToTT)**

A “National Winner” at the 2012-2013 Global Innovation Award (gia) in Chicago, ToTT Store is the largest kitchenware and tableware retail store in Asia. Aspiring to be a one-stop culinary haven for anyone who cooks, bakes or hosts, ToTT Store at 36,000 square feet comprises of a bistro, a gourmet produce section, a cookbook area, a children’s corner, a DIY baking counter and a retail section that carries exclusive cooking, baking and hosting-related merchandise such as the Jamie Oliver range, Epicurean, Sous Vide Supreme and NordicWare.

ToTT Store also offers culinary, baking and hosting classes at their two on-premise cooking studios – one a 64- seater demo studio and the other a 12 counter hands-on studio - can be used to conduct private classes as well as for corporate and team-building activities. ToTT's online store, [www.ToTTStore.com](http://www.ToTTStore.com) provides a complete online store experience for fans of the kitchen wonderland with over 1,500 products catalogued, exclusive deals and delivery for ease of shopping.

### **ToTT Store is located at:**

896 Dunearn Road, #01-01A, Sime Darby Centre, Singapore 589472

T: (65) 6219 7077 W: [www.ToTTstore.com](http://www.ToTTstore.com) FB: [www.facebook.com/ToTTStore](http://www.facebook.com/ToTTStore)

### **Store Operating Hours:**

Mon - Fri: 11.00am - 9.00pm ; Sat, Sun & PH: 10:00am - 9:00pm

### **Bistro Operating Hours:**

Mon - Fri: 10.30am - 9.00pm ; Sat, Sun & PH: 9:30am - 9:00pm